

What is claimed is:

1. A method for establishing a product for investment in pilots for television shows and movies, the method comprising:  
grouping said pilots into a portfolio; and  
offering said portfolio for investment.
2. The method of claim 1, wherein said step of grouping said pilots into a portfolio further comprises combining a plurality of pilots.
3. The method of claim 1, further comprising assigning a rating to a pilot.
4. The method of claim 1, wherein said step of grouping said pilots into a portfolio is based on a rating value.
5. The method of claim 4, wherein said rating value is based on whether a network has ordered the pilot.
6. The method of claim 4, wherein said rating value is based on a pilot history.
7. The method of claim 1, further comprising reporting an investment history of said portfolio.
8. The method of claim 7, wherein said investment history is reported over the Internet.
9. The method of claim 7, further comprising reporting said investment history by use of a computer to display investment data.
10. The method of claim 7, further comprising reporting said investment history by use of a telephone to relay investment data.
11. The method of claim 1, further comprising branding said portfolio of pilots.

12. The method of claim 3, wherein the step of assigning a rating to a pilot further comprises conducting a survey of said pilot to determine a trade volume.
13. The method of claim 12, wherein said trade volume is based on an average exchange trading day.
14. The method of claim 12, wherein said survey is conducted over the Internet.
15. The method of claim 12, further comprising conducting said survey by use of a computer to aggregate trade volume data.
16. The method of claim 12, further comprising conducting said survey by use of any one of a telephone, modem, or wireless technology to relay trade volume data.
17. The method of claim 12, wherein the step of conducting a survey of said pilot further comprises determining an initial day's rating for said pilot.
18. The method of claim 17, wherein the step of determining an initial day's rating is based on the first twenty-one (21) days that a pilot is grouped into a portfolio.
19. The method of claim 3, wherein the step of assigning a rating to a pilot further comprises providing a script-talent listing.
20. The method of claim 19, wherein the step of assigning a rating to a pilot further comprises calculating a script-talent rating based on a percentage of times a script-talent is listed.
21. The method of claim 12, wherein the step of conducting a survey of said pilot further comprises determining a production rating.
22. The method of claim 21, further comprising designating said production rating with a value when a script matures to become one of said pilots.

23. The method of claim 3, wherein the step of assigning a rating to a pilot further comprises conducting a mock trading procedure over the Internet for said pilot.
24. The method of claim 23, wherein said step of conducting a mock trading procedure generates a rating based on a number of times a pilot is traded.
25. The method of claim 3, further comprising calculating pilot ratings by use of a computer.
26. The method of claim 25, further comprising calculating said pilot ratings by aggregating database of rating inputs.
27. The method of claim 26, further comprising accessing said database of rating inputs via the Internet.
28. A system for establishing a product for investment in pilots for television shows and movies, the system comprising:  
means for grouping said pilots into a portfolio;  
means for investing in a portfolio.
29. The system of claim 28, further comprising a means for reporting a portfolio investment history.
30. The system of claim 28, further comprising means for rating a pilot.
31. The system of claim 28, further comprising a means for branding a portfolio.
32. The system of claim 30, further comprising a computer system for grouping pilots into a portfolio based on a value generated by said means for rating.
33. The system of claim 28, wherein said means for grouping categorizes said pilots according to whether a network has ordered the pilot.

34. The system of claim 28, wherein said means for grouping categorizes said pilots according to pilot history.

35. The system of claim 28, further comprising a means for reporting an investment history of a portfolio.

36. The system of claim 28, further comprising a means for surveying of a pilot to determine a trade volume.

37. The system of claim 36, wherein said means for surveying determines said trade volume based on an average exchange trading day.

38. The system of claim 36, wherein said means for surveying of a pilot further comprises a means for determining an initial day's rating for said pilot.

39. The system of claim 38, wherein said means for surveying determines said initial day's rating based on the first twenty-one days that a pilot is grouped into a portfolio.

40. The system of claim 30, wherein said means for rating a pilot further comprises means for providing a script-talent listing.

41. The system of claim 40, wherein said means for rating a pilot calculates a script-talent rating based on a percentage of times a script-talent is listed.

42. The system of claim 36, wherein said means for surveying further comprises a means for determining a production rating.

43. The system of claim 42, wherein said means for determining a production rating designates said production rating with a value when a script matures to become one of said pilots.

44. The system of claim 30, wherein said means for rating a pilot further comprises a means for conducting a mock trading procedure for said pilot over the Internet.

45. The system of claim 44, wherein said means for conducting said mock trading procedure further comprises a computer system to access the Internet.

46. The system of claim 44, wherein said means for conducting said mock trading procedure generates a rating based on a number of times a pilot is traded.

47. The system of claim 44, further comprising a database for aggregating ratings forming said portfolio.

48. The system of claim 47, further comprising a computer for accessing said database via the Internet.